

April, 1990

PHIL S AD/PACK TEST
(Non-Menthol Kings)

DISCOUNT SMOKERS									
RANDOM					BASIC (AUGMENT)				
Total	Male		Female		Total	Male		Female	
	18-34	35-54	18-34	35-54		18-34	35-54	18-34	35-54
400	100	100	100	100	300	75	75	75	75

MARLBORO SMOKERS								PREMIUM SMOKERS											
otal	Male			18-24	Female			Total	OTHER PREMIUM SMOKERS							MALE CAMEL SMOKERS (AUGMENT)			
	18-24	25-34	35-54		18-24	25-34	35-54		18-24	25-34	35-54	18-24	Female	35-54	Total	18-24	25-34	35-54	
50	75	75	75	75	75	75	300	50	50	50	50	50	50	175	75	50	50		

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